Innovation and Entrepreneurship Education in Higher Vocational Colleges—Take Chongqing Business Vocational College as an Example

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Abstract. Vocational college should have reacted to the nation’s policy—popular innovation and entrepreneurship as well as have done well in training entrepreneurship and innovation talents. The 18th National Congress of the Communist Party of China mentioned the importance of training entrepreneurship talents and entrepreneurship and innovation education, because cultivating innovation and creative talents brings fresh power in development of economy and culture. What’s more, it releases employment pressure and helps students to plan a clear future. In recent years, vocational colleges have realized the importance of developing innovation and entrepreneurship education among students and teachers, and increasing investment in entrepreneurial funds and environment as well as working place. They also design and develop curriculums, scholarship policies, and offer intellectual support to make sure that students have ability to set up and develop their own business. Through years of efforts, problems, such as philosophy of entrepreneurship and innovation education has not reached a new level; innovation and entrepreneurship environment is not perfect; curriculums is not reasonable and scientific; teachers are not professional, can still be seen. Though analysis, this essay gives suggestions in terms of training models and environment, teaching resource and philosophy.

Introduction

Under the background of popular innovation and entrepreneurship, higher universities have built entrepreneurship incubator, and student entrepreneurs start to run their start-ups with the help of universities and under the guidance of policies. Vocational colleges have reacted to the nation’s policy—popular innovation and entrepreneurship as well as have done well in training entrepreneurship and innovation talents. The 18th National Congress of the Communist Party of China mentioned the importance of training entrepreneurship talents and entrepreneurship and innovation education, because of cultivating innovation and creative talents bring fresh power in the development of economy and culture, it releases employment pressure and helps students to plan a clear future. In recent years, vocational colleges have realized the importance of developing entrepreneurship and innovation education and increase investment in entrepreneurial funds and environment as well as working place, they also design and develop curriculums, scholarship policies, offer intellectual support to make sure that students have ability to set up and develop their own business. Chongqing Business Vocational College which features in business, should put innovation and entrepreneurship education in the first place and through its development philosophy.

We have done paper work aboard and at home and researched in best colleges, we find that innovation and entrepreneurship training model in Chongqing Business Vocational College needs to be improved, deficits exist still.

1. Philosophy of Innovation and Entrepreneurship Education Needs to be Updated

Through years of effort, educational philosophy has progressed a little. Innovation and entrepreneurship focus on students with willingness to be a entrepreneur, as a result, innovation and
entrepreneurship education does not cover all students in different grades, and only a small part of students improve their abilities through taking participate in entrepreneurial competition held by colleges. The majority has not got such opportunity to practice how to set up business, which makes students who have potential to be an entrepreneur but have not realized yet to loss chances to improve ability. Besides, training philosophy has not updated yet, it will result in backwardness in design of curriculums, teaching plan and etc., and block further development in innovation and entrepreneurship. There is a trend of being an entrepreneur among society and universities, and newly built entrepreneurship incubators can be seen everywhere, but a few has been scientifically designed and fully used. Thus, innovation and entrepreneurship education for college students should be a long-term plan instead of short-term.

2. Innovation and Entrepreneurship Environment needs to be Improved

Because of limited ability and money with students, and to have a better support for student entrepreneurs, higher vocational colleges have to make best effort to create sound environment, such as entrepreneurship space, offering internship opportunities, and contacting VC for potential projects. Help more students to take participate in entrepreneurship. In recent years, Chongqing Business Vocational College cooperates with companies, and holds competitions like WaHaha Marketing Competition and Innovation and Entrepreneurship Competition. Such competitions build students’ idea of innovation and entrepreneurship, however, just stay at theoretical level. Even though students get rewards, financial support is limited that is hard to fulfill entrepreneurial dream. Due to lack of entrepreneurial places, students’ application of campus entrepreneurship cannot be fulfilled.

3. Teacher Team Building Needs Successful Entrepreneurs and Experts

Youth League Committee and Admission and Employment Office in Chongqing Business Vocational College have taken the responsibility of entrepreneurship and innovation education. Teachers come from the two offices and tutors who are lack of practical experience. Innovation and entrepreneurship education concerns not only theory but also practice. At present, we are facing issue of sole teaching resource—lack of entrepreneurs and experts attendance.

4. Training System Needs to be Completed

No unified system of training courses, teaching materials and teaching standards, out of date books, all of these make innovation and entrepreneurship education to exist in name only. Such problems can also be found in Chongqing Business Vocational College. Curriculums are designed unscientifically and incompletely, which have not form a theory- practice-theory-practice system and does not present the feature “business”, weaken the training effect.

Chongqing Business Vocational College and other colleges should implement measures to solve problems, have launched the nation’s policy—popular innovation and entrepreneurship for a long term, in doing so, innovation talents and entrepreneurial stars will come out. Based on mature entrepreneurship training system aboard and experience at home, this essay gives suggestions on innovation and entrepreneurship of higher vocational colleges.

4.1 To Update Innovation and Entrepreneurship Education Philosophy

Scientific entrepreneurship education idea believes—each entrepreneurial project can improve entrepreneurs’ ability, which is the key element to success; and the idea also suggests that every student is a potential entrepreneur. Innovation and entrepreneurship education among higher vocational colleges needs to reach a higher level, takes every student as a potential entrepreneur to train and develop. Higher vocational colleges give priority to develop innovation and entrepreneurship education, to update training concept, system and environment. Only after obtain the latest education philosophy, actions will equally change. To obtain, understand and use new concept can not be built in one day. Lectures,
courses should be held for higher college teachers and students, and organize teachers visit other higher colleges which have done well in this aspect. Only as leaders, teachers and students change concept, innovation and entrepreneurship among college students can move to next step. Chongqing Business Vocational College provides education training and competition opportunity for students, and helps students stepping into companies and star-ups, and creates entrepreneurship stars, but more competitions and lectures should be designed to cover the majority.

4.2 To establish Innovation and Entrepreneurship Office and Improve Entrepreneurship Environment

Chongqing Business Vocational College has established innovation and entrepreneurship union, and the union is mainly charged by tutors and Youth League Committee. But such work in foreign higher universities is ran by experts in related field. They apply their knowledge to solve difficulties met in setting up a business. Model like this can be copied, and we can establish a team to guide students who want to be an entrepreneur. We can offer students real support through design scientifically entrepreneurship space, providing internship opportunities and building entrepreneurship through increase connectivity with companies. Organizing students to competition, students can gain entrepreneurial practical experience. At the same time, colleges have to cooperate with companies to gain their support in finance and technique, and create a good environment for students to innovation and entrepreneurship.

4.3 To Increase Training for Teachers, To Ask Experts and Entrepreneurs to Join Teaching Team

By far, the main issue that higher vocational colleges face is single teaching source, and employing experts with professional knowledge and practical experience is the most effective way. Through introducing talents from companies, in face, the higher vocational colleges introduce years of entrepreneurial experience and abundant company resource, which makes up to lacking of company working experience teachers. And it also avoids only teaching what books say. As a result, the course will become easy to understand, and students will like entrepreneurship course more. At the same time, encouraging teachers to set up their own business and having temperate position training in company, these methods can decrease disadvantage in teaching only innovation and entrepreneurship theory among higher vocational colleges. To strength training, to increase opportunities as a leader of a competition team, improve theoretical system as well as practical experience.

4.4 To Design a Scientific Talents Training Model, To Complete Talents Training System

It is essential to have a scientific training plan and system. Models have been used now need to be transformed. Junior, senior and graduates have difference, curriculum design should based on students’ different characteristics. Curriculum should be systematic, and consists of why entrepreneurship, how to run a business, knowledge of marketing, writing and dealing with people. Organize teachers to write entrepreneurship textbook and prepare teaching material together according to its own feature. To open courses to help students to apply theory into practice and to offer opportunities for internship, through interlocking design, cultivate students with accomplishment of innovation and entrepreneurship.

Conclusion

Innovation and entrepreneurship education in higher vocational college starts late but develops fast. Problems, such as old-fashioned entrepreneurial concept, incomplete environment, questioned training system and teaching system, have came out during the development process. To take Chongqing Business Vocational College as an example, other higher vocational colleges can improve innovation and entrepreneurship education in following aspects: to consider own characteristics, to update education concept, to set-up a innovation and entrepreneurship management team, to strengthen teachers’ ability, to reform talents training system.
Acknowledgement


References
